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Guardian celebrates 43rd anniversary with charity

KUALA LUMPUR: Guardian is celebrating its 43rd anniversary by making a pledge to contribute to worthy causes through its Anniversary Charity Bonanza.

The programme is aimed at raising funds for three non-profit organisations namely the Pride Foundation, Women's Aid Organisation (WAO) and World Vision Malaysia.

"As we celebrate 43 years we recognise the importance to give back to the community, we are proud to reinforce this belief by getting ourselves involved in the efforts that help to provide

and promote the care, development and well-being of the local communities," said Guardian Malaysia Chief Operating Officer, Loi Liang Tok said at a cheque presentation ceremony.

"In tandem with our growth, helping society is part of our corporate philosophy, we stay committed to fundraising and charitable causes and always place the community as a priority regardless of economy."

The charity campaign in June raised RM250,000 and Guardian topped this up with RM100,000. Towards this end, the collected funds were donated to the Pride Foundation (RM200,000), WAO (RM100,000) and RM50,000 to World Vision Malaysia.

The funds contributed to Pride Foundation will aid programmes and initiatives dedicated to educating Malaysians on breast cancer and to improve the standards of diagnosis, making treatments accessible including care-giving for breast cancer patients in the country.

On the other hand, WAO

will use its donation to create a better life for those under their care including providing refuge for battered women and their children, telephone and face-to-face counselling and a sexual assault helpline by qualified social workers to women.

World Vision Malaysia will use its funds for their Social Re-Integration Programme to support their Malaysian Care project, aimed at providing support, training and care to caregivers, women and children who are impacted by substance abuse and HIV/AIDS.

